

ABSTRACT

Please replace the Abstract with the following Abstract:

[0043] ~~The present invention is directed to a d~~ Display inserts capable are often of insertion
inserted in a product for use as an advertising display. ~~Preferably, the~~ A common use for a
display insert is to inserted it into the central opening of a tire for use as an advertising display
for the tire. The disclosed display insert includes a front panel section. The display unit further
includes a rear panel section connected to the front panel section. The rear panel section
includes a plurality of tabs.